

Anatomy of a (Nearly Perfect) Press Release

Humankind has long sought to create the perfect press release. Will it ever happen? Only time will tell. But this handy infographic can get you *juuust* a little closer.



Disclaimer: While these tips are definitely real, this press release is not. (Though our moms are still very proud of us.)

Thinking of burying your call to action (CTA) at the bottom? Rude! Put your CTA after the first or second paragraph so readers can find it fast. Speaking of CTAs...

- Dare to be different.** Avoid the tired and unimaginative "click here" with your CTA. (Sure, you want the reader to click, but why "here?" Why not *there*? What will they find when they click here? Is this a trick? What's happening?? Can anybody hear me???) Lest you send the reader into an existential crisis, put more description and context around your CTA. (It's good for SEO, too.)

Start with a compelling headline that draws readers in. Get quickly to the who, what and why. (Ask yourself, "Would I want to read this? Would my audience?") Keep in mind...

- Size matters.** Keep headlines brief and shareable. Limit them to 110 characters.
- Include the most important info** – including your keywords – in the first 55 to 70 characters, the cutoff area for most search engines and email inboxes.
- Be unique (just don't say it):** According to the 2021 State of the Media Report, "unique" is one of the most overused words in press releases, along with "best of breed," "world-class" and "unprecedented."

Good PR pros include their company's name at the top, but *GREAT* PR pros include their company's logo. (It's a brand recognition thing. You get it.)

Cision Creates World's Greatest Press Release Using Decades of Data

The global software and intelligence firm follows a strong headline with a subheadline to give more context

Chicago, IL – June 1, 2021 – In an industry first, marketing and communications professionals all over the world finally have a gold standard by which to model their press releases. Cision, a leading global provider of software and intelligence for marketing communications professionals, announced today that they have created the world's first data-based, science-backed press release.

Created using data from years of in-depth market research and a comprehensive analysis of successful press releases, the press release is specifically formulated to capture readers' attention and break through the noise, by:

- Starting with a compelling headline
- Breaking up text into short paragraphs and using bullets
- Using eye-catching visuals and multimedia
- Having a prominent, actionable CTA

[WATCH THE STORY BEHIND THE RELEASE.](#)

Through its research, Cision found that 78% of journalists want press releases and news announcements from brands and organizations, indicating their role as a powerful source of earned media coverage.

"More than 1 in 4 journalists receive over 100 pitches per week, so it's important to stack the deck in your favor if you want to stand out," said Maggie Lower, Chief Marketing Officer at Cision. "Compelling, concise storytelling paired with insightful data, quotes and multimedia assets will increase your chances of getting noticed and getting coverage."

The company's recently released State of the Media Report gives insider insight into what journalists, influencers and other members of the media think when it comes to getting pitches and press releases. The press release will also benefit members of the media, who will get all of the information they need to pursue a story – and be able to tell immediately why and how it is relevant to them.

[Learn more about Cision's press release formula and download our State of the Press Release Report.](#)

About Cision
As a global leader in PR, marketing and social media management technology and intelligence, Cision helps brands and organizations to identify, connect and engage with customers and stakeholders to drive business results. For more information about Cision's award-winning solutions, including its next-gen Cision Communications Cloud®, visit www.cision.com and follow @Cision on Twitter.

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Make an asset of yourself: Press releases perform *three times better* in terms of engagement when they include multimedia assets like videos, photos, charts, infographics or social media posts. Not only that, but 1 in 5 journalists explicitly want PR pros to do it, according to the 2021 State of the Media Report.

Let's talk numbers: Sure, it might not win you any friends at a cocktail party, but according to 68% of journalists, discussing original research and data make for a killer press release.

If there's one thing journalists love, it's a good quote. (Seriously, they can't get enough of them. You start them on the subject of a good quote, and you'll never hear the end of it!) Include a quote from a subject matter expert or thought leader to give your release more credibility, humanize your message and help reporters.

Don't end on a cliffhanger: Provide contact information so reporters can follow up.

Mix it up: Time (and attention spans) are limited these days, so use these tactics to hold your reader's attention (and keep the SEO gods happy):

- Limit paragraphs to three to four sentences
- Vary sentence length and structure
- Use headers to break up text
- Use bullets to list key takeaways or points

Worried that your press release is too long or too short? We beg you to stop. Word count will vary by announcement (so you do you). What matters is that you tell a complete story.

Want to give journalists even more of what they want (multimedia assets) without overshadowing the rest of your release? **Link it!**

It probably goes without saying but...



Timing is everything. Want to send out a press release at 8 a.m. sharp? You may want to give it a minute or two – literally. 52% of copy is sent on the hour and half hour. Stand out from the crowd: Send at an off time like 7:43 a.m. or 10:13 a.m.



Avoid keyword stuffing. Search engines are on to you, and we both know you're better than that. Try to average one keyword per every 100 words.



Have a point. Your press release should have a clear news angle, and quickly answer the question, "Why does this matter?" Otherwise, you might as well be talking about the dream you had last night because guess what, Ron? Nobody cares!



Stop with the clickbait-y headlines. People catch on quickly to this cheap tactic, and you won't be invited to the next barbecue.